Table 14b

Distribution of strategic importance of forming alliances, partnerships, or joint ventures, by selected company characteristics and innovation status: 2001

(Percent distribution)

All companies.   100.0   25.0   45.5   29.0   ( IT.	Characteristic	Total	Importance			Nonronono
Transparent			No or little	Moderate	Great	Nonresponse
Manufacturing	All companies	100.0	25.0	45.5	29.0	0.5
Computer related services	П	100.0	13.9	39.4	45.3	S
Computer related services.   100.0   94   40.8   48.5     Non-IT.   100.0   26.7   46.4   26.5     Manufacturing.   100.0   26.0   43.5   25.6   (1)   Manufacturing.   100.0   25.8   43.3   24.7     Finance, insurance & rate lestate.   100.0   33.1   39.0   27.2     Engineering & AAS services.   100.0   12.5   44.0   41.5     By revernue size   25.5M to \$4.9M.   100.0   27.4   45.9   26.0     SSM to \$9.9M.   100.0   24.2   39.9   35.5     SIGM to \$24.9M.   100.0   24.6   47.9   27.1     \$25.8M to \$5.9M.   100.0   17.8   51.6   29.8     Above \$50M.   100.0   17.8   51.6   29.8     Above \$50M.   100.0   18.7   48.6   32.1     If	Manufacturing	100.0	22.1	37.0	39.4	S
Non-TT	Communication	100.0	12.6	39.8	46.1	S
Non-IT	Computer related services	100.0	9.4	40.8	48.5	S
Transportation & public utilities	Non-IT	100.0	26.7	46.4	26.5	S
Transportation & public utilities   100.0   25.8   48.3   24.7   Finance, insurance & real estate   100.0   33.1   39.0   27.2   Engineering & AAB services   100.0   12.5   44.0   41.5   By revenue size   100.0   27.4   45.9   26.0   \$2.5M to \$4.9M   100.0   27.4   45.9   26.0   \$5M to \$4.9M   100.0   24.2   39.9   35.5   \$10M to \$24.9M   100.0   24.6   47.9   27.1   \$25M to \$50M   100.0   24.8   51.6   29.8   Above \$50M   100.0   24.3   47.6   27.8   Immovators   100.0   11.2   38.8   48.8   Immovators   100.0   11.2   38.8   48.8   Immovators   100.0   12.2   38.8   48.8   Immovators   100.0   12.2   38.8   48.8   Immovators   100.0   19.2   32.6   46.7   Communication   100.0   5   41.3   49.5   Computer related services   100.0   9.2   40.2   49.4   Non-IT   100.0   26.6   51.2   27.8   Immovatoring   100.0   17.9   53.0   27.4   Immovatoring   100.0   17.9   53.0   27.4   Immovatoring & AAB services   100.0   27.9   53.0   27.4   Immovatoring & AAB services   100.0   27.9   53.0   27.4   Immovatoring & 100.0   17.9   53.0   Immovatoring & 100.0   17.9   53.0   Immovatoring & 100.0   17.9   Immovatoring & 100.0   17.9   Immovatoring & 100.0   17.9   Immovatoring & 100.0   17.9   Immovatoring & 100.0   Immovatoring & 100.	Manufacturing	100.0	26.0	48.5	25.6	0.0
Finance, insurance & real estate		100.0	25.8	48.3	24.7	S
By revenue size   100		100.0	33.1	39.0	27.2	S
By revenue size   100	Engineering & AAB services	100.0	12.5	44.0	41.5	S
SSM to \$4.9M.						
\$10M to \$24.9M. 100.0   24.6   47.9   27.1   \$25M to \$50M. 100.0   17.6   51.6   29.8   Above \$50M. 100.0   17.6   51.6   27.8   100.0   24.3   47.6   27.8   100.0   24.3   47.6   27.8   100.0   24.3   47.6   27.8   100.0   24.3   47.6   27.8   100.0   24.3   47.6   27.8   100.0   24.3   47.6   27.8   100.0   24.3   47.6   27.8   100.0   24.3   47.6   27.8   100.0   24.3   47.6   27.8   48.6   32.1   11   100.0   11.2   38.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   48.8   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5   49.5	· ·	100.0	27.4	45.9	26.0	S
\$10M to \$24.9M. 100.0   24.6   47.9   27.1   \$25M to \$500M. 100.0   17.6   51.6   29.8   Above \$50M. 100.0   24.3   47.6   27.8   Innovators   100.0   18.7   48.6   32.1   II	\$5M to \$9.9M	100.0	24.2	39.9	35.5	S
\$25M to \$50M		100.0		47.9		S
Above \$50M						S
Innovators						S
IT.		100.0	18.7	48.6	32.1	S
Manufacturing.       100.0       19.2       32.6       46.7         Communication.       100.0       S       41.3       49.5         Computer related services.       100.0       9.2       40.2       49.4         Non-IT.       100.0       20.6       51.2       27.8         Manufacturing.       100.0       S       55.9       25.5       (         Transportation & public utilities.       100.0       17.9       53.0       27.4       17.4       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7       17.7 <td< td=""><td></td><td>100.0</td><td>11.2</td><td>38.8</td><td>48.8</td><td>S</td></td<>		100.0	11.2	38.8	48.8	S
Communication         100.0         S         41.3         49.5           Computer related services         100.0         9.2         40.2         49.4           Non-IT         100.0         20.6         51.2         27.8           Manufacturing         100.0         \$ 55.9         25.5         (0           Transportation & public utilities         100.0         17.9         53.0         27.4           Finance, insurance & real estate         100.0         29.3         40.8         29.3           Engineering & AAB services         100.0         \$ 46.2         45.7           By revenue size         ***         ***         ***           \$2.5 M to \$4.9 M         100.0         17.9         53.9         27.2           \$5 M to \$9.9 M         100.0         21.7         35.2         42.6           \$10M to \$24.9 M         100.0         17.3         53.7         28.4           \$25M to \$5.0 M         100.0         \$ 48.4         32.6         (0           Above \$50M         100.0         \$ 51.8         30.8         (0           Nonincovators 1         100.0         \$ 43.4         25.8         (1           IT         100.0         20.8         <		100.0	19.2	32.6	46.7	S
Computer related services         100.0         9.2         40.2         49.4           Non-IT         100.0         20.6         51.2         27.8           Manufacturing         100.0         S         55.9         25.5         0           Transportation & public utilities         100.0         17.9         53.0         27.4           Finance, insurance & real estate         100.0         29.3         40.8         29.3           Engineering & AAB services         100.0         \$         46.2         45.7           By revenue size         ***         ***         ***         ***           \$2.5M to \$4.9M         100.0         17.9         53.9         27.2           \$5M to \$9.9M         100.0         21.7         35.2         42.6           \$10M to \$24.9M         100.0         17.3         53.7         28.4           \$25M to \$50M         100.0         \$         48.4         32.6         0           Above \$50M         100.0         \$         48.4         32.6         0           Noninrovators 1         100.0         30.4         43.4         25.8           IT         100.0         20.8         41.3         36.2	9					S
Non-IT         100.0         20.6         51.2         27.8           Manufacturing         100.0         S         55.9         25.5         (a)           Transportation & public utilities         100.0         17.9         53.0         27.4           Finance, insurance & real estate         100.0         29.3         40.8         29.3           Engineering & AAB services         100.0         S         46.2         45.7           By revenue size         32.5M to \$4.9M         100.0         17.9         53.9         27.2           \$5M to \$4.9M         100.0         21.7         35.2         42.6           \$10M to \$24.9M         100.0         17.3         53.7         28.4           \$25M to \$50M         100.0         \$         48.4         32.6         (c           Above \$50M.         100.0         \$         51.8         30.8         (c           Noninnovators 1         100.0         \$         51.8         30.8         (c           Noninnovators 2         100.0         \$         51.8         30.8         (c           Noninnovators 3         100.0         \$         51.8         30.8         (c           Computer selection 3						S
Manufacturing.       100.0       S       55.9       25.5       (Computer related services.       100.0       17.9       53.0       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.4       27.2       27.2       27.2       27.2       28.4       28.5       27.2       28.4       28.4       28.5       27.2       28.4       28.5       27.2       28.4       28.4       28.4       28.4       28.5       29.3       27.2       28.4       28.4       28.5       29.3       27.2       28.4       28.4       28.5       42.6       53.9       27.2       28.4       26.6       510M to \$24.9M       100.0       21.7       35.2       42.6       42.6       510M to \$24.9M       30.0       17.3       53.7       28.4       22.6       6.0       48.4       32.6       6.0       48.4       32.6       6.0       48.4       32.6       6.0       48.4       32.6       6.0       6.0       48.4       32.6       6.0       6.0       48.4       32.6       6.0       6.0       48.4       32.6       6.0       48.4	·					S
Transportation & public utilities         100.0         17.9         53.0         27.4           Finance, insurance & real estate         100.0         29.3         40.8         29.3           Engineering & AAB services         100.0         \$ 46.2         45.7           By revenue size         \$2.5M to \$4.9M         100.0         17.9         53.9         27.2           \$5M to \$9.9M         100.0         21.7         35.2         42.6         42.6           \$10M to \$24.9M         100.0         17.3         53.7         28.4         32.6         6           \$25M to \$50M         100.0         \$ 48.4         32.6         6         6         6           Above \$50M         100.0         \$ 51.8         30.8         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         6         7         7         8         2.2         7         8         2.8         1 <td></td> <td></td> <td></td> <td></td> <td></td> <td>0.0</td>						0.0
Finance, insurance & real estate       100.0       29.3       40.8       29.3         Engineering & AAB services       100.0       \$       46.2       45.7         By revenue size	<u> </u>		_			S
Engineering & AAB services   100.0   S   46.2   45.7	·					S
By revenue size \$2.5M to \$4.9M. 100.0 17.9 53.9 27.2 \$5M to \$9.9M. 100.0 21.7 35.2 42.6 \$10M to \$24.9M. 100.0 17.3 53.7 28.4 \$25M to \$50M. 100.0 \$ 48.4 32.6 ( Above \$50M. 100.0 \$ 51.8 30.8 ( Above \$50M. 100.0 \$ 51.8 30.8 (  Noninnovators 1 100.0 30.4 43.4 25.8  IT. 100.0 20.8 41.3 36.2  Manufacturing. 100.0 25.4 41.0 32.0  Communication. 100.0 \$ 37.7 36.2  Computer related services. 100.0 \$ 33.7 36.2  Non-IT. 100.0 31.1 43.6 25.0  Manufacturing. 100.0 31.1 43.6 25.0  Manufacturing. 100.0 31.1 43.6 25.0  Manufacturing. 100.0 30.6 44.6 24.8 ( Transportation & public utilities. 100.0 38.2 37.3 24.5  Engineering & AAB services. 100.0 38.2 37.3 24.5  Engineering & AAB services. 100.0 34.6 41.5 23.6 \$5M to \$9.9M. 100.0 34.6 41.5 23.6 \$5M to \$9.9M. 100.0 25.8 44.1 29.8 \$10M to \$24.9M. 100.0 31.4 42.7 25.9 ( \$10M to \$24.9M. 100.0 31.4 42.7 25.9	·					S
\$2.5M to \$4.9M						-
\$5M to \$9.9M. 100.0 21.7 35.2 42.6 \$10M to \$24.9M. 100.0 17.3 53.7 28.4 \$25M to \$50M. 100.0 \$ 17.3 53.7 28.4 \$25M to \$50M. 100.0 \$ 48.4 32.6 \$ 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6 6	,	100.0	17.9	53.9	27.2	S
\$10M to \$24.9M						S
\$25M to \$50M						S
Above \$50M.       100.0       S       51.8       30.8       0         Noninnovators <sup>1</sup> 100.0       30.4       43.4       25.8         IT       100.0       20.8       41.3       36.2         Manufacturing.       100.0       25.4       41.0       32.0         Communication.       100.0       S       37.7       36.2         Computer related services.       100.0       S       43.8       43.8         Non-IT.       100.0       31.1       43.6       25.0         Manufacturing.       100.0       30.6       44.6       24.8       0         Transportation & public utilities.       100.0       31.3       45.6       22.4         Finance, insurance & real estate.       100.0       38.2       37.3       24.5       0         Engineering & AAB services.       100.0       15.5       42.3       38.7         By revenue size       \$2.5M to \$4.9M.       100.0       34.6       41.5       23.6         \$5M to \$9.9M.       100.0       25.8       44.1       29.8         \$10M to \$24.9M.       100.0       31.4       42.7       25.9       0	·					0.0
Noninnovators 1       100.0       30.4       43.4       25.8         IT       100.0       20.8       41.3       36.2         Manufacturing       100.0       25.4       41.0       32.0         Communication       100.0       \$       37.7       36.2         Computer related services       100.0       \$       43.8       43.8         Non-IT       100.0       31.1       43.6       25.0         Manufacturing       100.0       30.6       44.6       24.8       0         Transportation & public utilities       100.0       31.3       45.6       22.4         Finance, insurance & real estate       100.0       38.2       37.3       24.5       0         Engineering & AAB services       100.0       15.5       42.3       38.7         By revenue size       \$2.5M to \$4.9M       100.0       34.6       41.5       23.6         \$5M to \$9.9M       100.0       25.8       44.1       29.8         \$10M to \$24.9M       100.0       31.4       42.7       25.9       0						0.0
IT			_			S
Manufacturing.       100.0       25.4       41.0       32.0         Communication.       100.0       \$       37.7       36.2         Computer related services.       100.0       \$       43.8       43.8         Non-IT		100.0	20.8	41.3		S
Communication       100.0       S       37.7       36.2         Computer related services       100.0       S       43.8       43.8         Non-IT       100.0       31.1       43.6       25.0         Manufacturing       100.0       30.6       44.6       24.8       0         Transportation & public utilities       100.0       31.3       45.6       22.4         Finance, insurance & real estate       100.0       38.2       37.3       24.5       0         Engineering & AAB services       100.0       15.5       42.3       38.7         By revenue size       \$2.5M to \$4.9M       100.0       34.6       41.5       23.6         \$5M to \$9.9M       100.0       25.8       44.1       29.8         \$10M to \$24.9M       100.0       31.4       42.7       25.9       0				41.0		S
Computer related services.       100.0       S       43.8       43.8         Non-IT	· ·			37.7		S
Non-IT			S			S
Manufacturing	•		_			S
Transportation & public utilities       100.0       31.3       45.6       22.4         Finance, insurance & real estate       100.0       38.2       37.3       24.5       0         Engineering & AAB services       100.0       15.5       42.3       38.7         By revenue size       \$2.5M to \$4.9M       100.0       34.6       41.5       23.6         \$5M to \$9.9M       100.0       25.8       44.1       29.8         \$10M to \$24.9M       100.0       31.4       42.7       25.9       0						0.0
Finance, insurance & real estate.       100.0       38.2       37.3       24.5       0         Engineering & AAB services.       100.0       15.5       42.3       38.7         By revenue size       \$2.5M to \$4.9M.       100.0       34.6       41.5       23.6         \$5M to \$9.9M.       100.0       25.8       44.1       29.8         \$10M to \$24.9M.       100.0       31.4       42.7       25.9       0					-	S
Engineering & AAB services.       100.0       15.5       42.3       38.7         By revenue size       \$2.5M to \$4.9M.       100.0       34.6       41.5       23.6         \$5M to \$9.9M.       100.0       25.8       44.1       29.8         \$10M to \$24.9M.       100.0       31.4       42.7       25.9       0						0.0
By revenue size \$2.5M to \$4.9M						S
\$2.5M to \$4.9M				.=.•		
\$5M to \$9.9M	·	100 0	34 6	41.5	23.6	S
\$10M to \$24.9M	·					S
	·					0.0
	, , , , , , ,				20.0 S	S
Above \$50M	·				S S	S

<sup>&</sup>lt;sup>1</sup> Breakdowns by innovation exclude 32 cases, representing 1,100 companies, in which innovator status could not be determined. To be classified as an innovator, the company had to indicate that it had developed a product or process in the past 12 months or believed it would develop a product or process in the next 12 months as a result of IT-based innovation. The survey was conducted during the period July 2001–April 2002.

**NOTES:** Responses are to question 4d: "On a scale of 1 to 10, where 1 is not at all important and 10 is extremely important, how important is forming alliances, partnerships, or joint ventures for your company's growth strategy?" The category "No or little importance" represents a response of 1, 2, or 3 to this question. The category "Moderate importance" represents a response of 4, 5, 6, or 7 to this question. The category "Great importance" represents a response of 8, 9, or 10 to this question. Total nonresponse consists of item nonresponse and don't know responses. Percentages are based on unrounded frequencies and may not total 100 due to rounding.

IT is defined as the hardware and software that support the production or use of computer-based information systems, the infrastructure necessary to access such information systems, or data processing services. Companies are classified as IT or Non-IT based on their 4-digit SIC number. IT Manufacturing includes companies with SICs of 3571-3579, 3651, 3661-3679, 3695, 3823-3826. IT Communication includes companies with SICs of 4812-4822, 4832, 4833, 4841-4899. IT Computer related services includes companies with SICs of 7371-7379. Non-IT Manufacturing includes companies with SICs of 2011-3569, 3581-3648, 3652, 3691-3694, 3699-3822, 3827-3999. Non-IT Transportation & public utilities includes companies with SICs of 4011-4231, 4412-4789, 4911-4971. Non-IT Finance, insurance & real estate includes companies with SICs of 6011-6036, 6081-6153, 6159, 6162-6799. Non-IT Engineering & AAB services includes companies with SICs of 8711, 8721.

SOURCE: National Science Foundation, 2001 Information Technology Innovation Survey.

KEY: IT=information technology; AAB=accounting, auditing, bookkeeping; S=suppressed for reasons of reliability due to receiving less than 20 responses